



**Online**

**Master of Business Administration (MBA)  
Marketing Specialization**

**Degree Plan (36 Credit Hours)**

Review Admitting Catalog Year for Student Requirements and Restrictions

<u>Requirements</u>	<u>Credit Hours</u>	<u>Term</u>	<u>Grade</u>
BUSM 511 Management & Leadership	3	_____	_____
BUSM 513 Biblical/Worldview Principles of Management	3	_____	_____
BUSM 521 Accounting Information for Management Decisions*	3	_____	_____
BUSM 525 Managerial Economics*	3	_____	_____
BUSM 531 Strategic Marketing	3	_____	_____
BUSM 537 Business in a Global Environment	3	_____	_____
BUSM 539 Integrated Strategic Management**	3	_____	_____
BUSM 550 Marketing Research	3	_____	_____
BUSM 552 Consumer Behavior	3	_____	_____
BUSM 554 Integrated Marketing Communication	3	_____	_____
BUSM 556 Global Marketing	3	_____	_____
BUSM 558 Seminar in Marketing	3	_____	_____
	<b>Total</b>	_____	<b>GPA</b> _____

*\* It is recommended students do not double up with this course*

*\*\* It is recommended students take this course only after completing at least 18 hours within the program.*

*All courses are offered in an 8-week format unless noted otherwise.*

THIS DOCUMENT IS FOR PLANNING PURPOSES ONLY

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Approved by: Office of Academics